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On 9 of 11 Presidential Qualities

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If He Selects Hillary Clinton As Vice Presidential Running Mate*



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Three In Ten (30%) Americans More Likely To Vote for Obama If He Selects Hillary Clinton As Vice Presidential Running Mate

Ottawa, Canada – A new Ipsos poll of Americans provided exclusively to the CanWest News Service and Global Television shows that presumptive Democratic Presidential nominee Barack Obama leads apparent Republican Presidential nominee John McCain by more than 10 points on 9 of 11 ascribed Presidential leadership qualities.

And three in ten Americans (30%) say that they would be more likely to vote for Obama if he selects Hillary Clinton as his Vice Presidential running mate.

The poll, which comes as Mr. McCain plans to visit Ottawa, Canada's capital, asked Americans to rate the leadership qualities on 11 different Presidential traits between the two apparent party choices for the November 2008 U.S. election.

These are some of the findings of an Ipsos poll conducted June 5-11, 2008. For the survey, a nationally representative, randomly selected sample of exactly 1,000 adults across the United States was interviewed by Ipsos. With a sample of this size, the results are considered accurate within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual U.S. population according to data from the U.S. Census

Assessing Presidential Leadership Qualities...

Given the choice between Barack Obama and John McCain as to which one they believe would be the kind of President that would exemplify a particular trait, most Americans choose Mr. Obama over his rival in the double digits for 9 of 11 categories tested, including *the ability to bring change* (52% vs. 33%), *enhancing America's reputation in the world* (51% vs. 37%) and *making the right decisions for the country* (49% vs. 37%).

The lowest gaps between the two candidates pertain to which of them is best able *to make America safe* (Obama 43%, McCain 42% -- a statistical tie) and which would most “*make one proud to be American*” (Obama 45%, McCain 39%).

<i>Q. Given the choice between (Barack Obama and John McCain/ John McCain and Barack Obama), which one would you choose as the kind of President that...</i>	Barack Obama	John McCain	Neither	Don't Know/Not Sure	Gap (Between Obama and McCain)
Will bring the right kind of change to America	52%	33%	10%	5%	19
Represents the interests of people like me	50%	35%	10%	5%	15
You want to lead us right now	50%	36%	10%	4%	14
Will be good for America	50%	36%	10%	4%	14
Will do the most to enhance America's reputation in the world	51%	37%	8%	4%	14
Is the right person at the right place for the job	48%	35%	11%	6%	13
Is best to be able to manage the economy	48%	35%	11%	6%	13
Has the best ideas in how to deal with gasoline prices	42%	29%	21%	8%	13
Will make the right decisions for the future of our country	49%	37%	9%	5%	12
Will make me proud to be an American	45%	39%	12%	4%	6
Will keep America safe	43%	42%	9%	6%	1%

When it comes to which of the two candidates best displays leadership traits, women tend to select Obama over McCain far more than do men. Among women, Obama leads McCain by 9 points on keeping America safe (46% to 37%) while among men McCain leads Obama by 8 points on this issue (47% to 39%). However, on all other characteristics, except for “will make me proud to be an American” (43% McCain, 40% Obama), more men select Obama than select McCain.



The “Direction and Leadership” Link...

With 73% of Americans believing things in the U.S. are “on the wrong track” compared to just 21% who believe the nation is heading in the “right direction”, the link between the apparent “direction” of the U.S. and the leadership assessments of the two nominees is evident.

Those who see the country on the wrong track are far more likely to choose Obama over McCain when it comes to leadership qualities, while those who say things are going in the right direction tend to choose McCain over Obama.

Among those who see the U.S. on the wrong track, 54% pick Obama (vs. 32% who pick McCain) as the one who will make the right decisions for the future of the country. Among those who say the country is on the right direction, 53% pick McCain and only 38% pick Obama as their choice for who will make the right decisions.

The Hillary Factor...

Three in ten Americans (30%) say that they would be more likely to vote for Obama if he selects Hillary Clinton as his Vice Presidential running mate while two in ten (20%) say it would make them less likely to do so – a 10-point gap. Choosing Clinton as his running mate would have a beneficial impact for Obama among Democrats (43% more likely to vote for him vs. 11% less likely -- a net difference of 32 points), those aged 18-34 (43 vs. 15% -- 28 points), women in general (33% vs. 18% -- 15 points) and Independents (28% vs. 15% -- 13 points). The impact would be negative among Republicans (12% more likely to vote for Obama vs. 34% less likely – a difference of minus 22 points). It would be neutral among likely voters (24% more likely vs. 24% less likely).

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